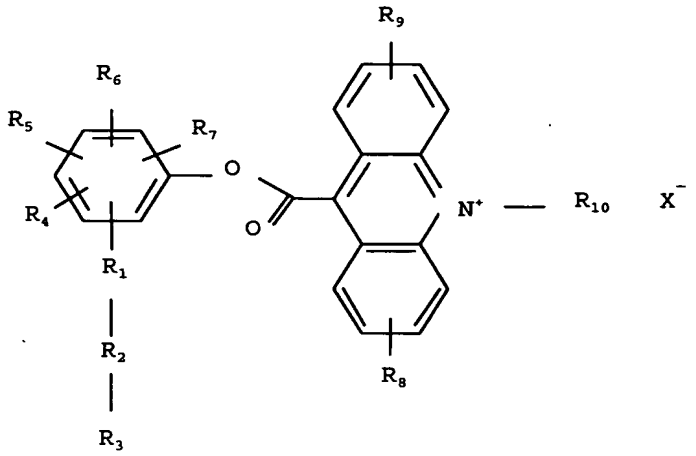
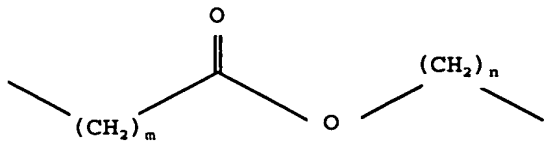
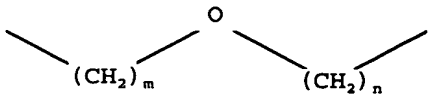
What is claimed is:

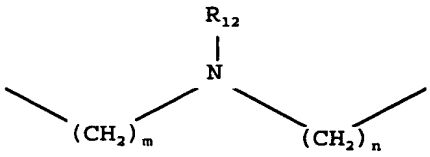
1. A compound having the general formula A:

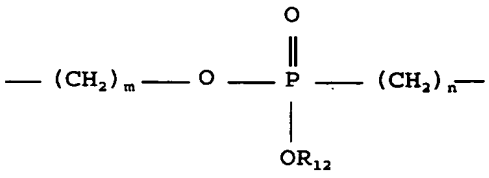


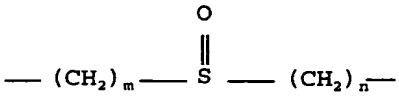
R1 and R2 are independently selected from the group consisting of a
bond,
C1-C10 hydrocarbon,
substituted alkyl,
unsubstituted alkyl,
aryl,
peptide,
$(CH_2)_mSO_2$
$NH(CH_2)_m$,
$(CH_2)_m$,

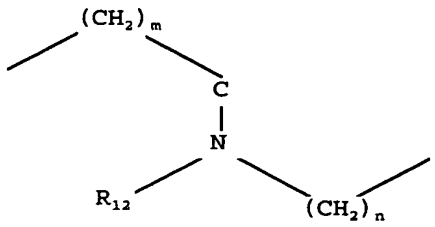




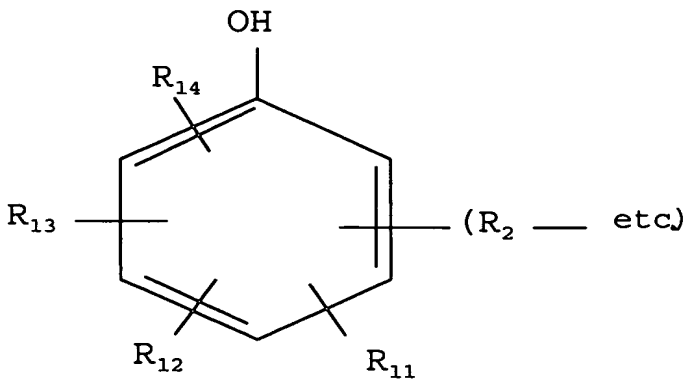








R3 is OH or



R4, R5, R6, R7, R8, R9, R10, R11, R12, R13 and R14 are independently selected from the group consisting of a
H,
hydroxide
methyl,
$(CH_2)_mSO_3$,
halide,
nitro,
-CN,
-SO3,
C1-C10 hydrocarbon,
alkoxy,
-NHC=O(C1-C10 hydrocarbon),
-C=O(C1-C10 hydrocarbon),
C=ONH(C1-10 hydrocarbon),
aryl, and
cyclic ring structure;

m and n are independently 0 to about 10;

X is a counter ion including $CH_3SO_4^-$, OSO_2F^-, Cl^-, Br^-, $OSO_2CH_3^-$ and $OSO_2C_4H_9^-$.

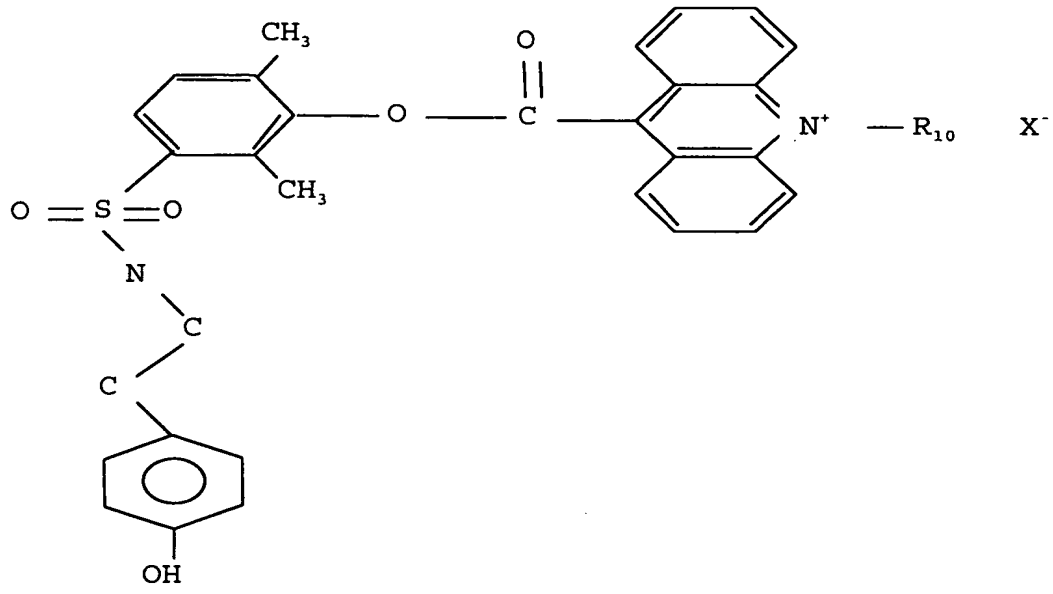
2. A compound of claim 1 being used in an assay to detect an analyte.

3. A compound of claim 1 being able to bind to an analyte.

4. A compound of claim 3 wherein the analyte is immobilized.

5. A compound of claim 1 having a shelf life over one year.

6. A compound having the general formula B:



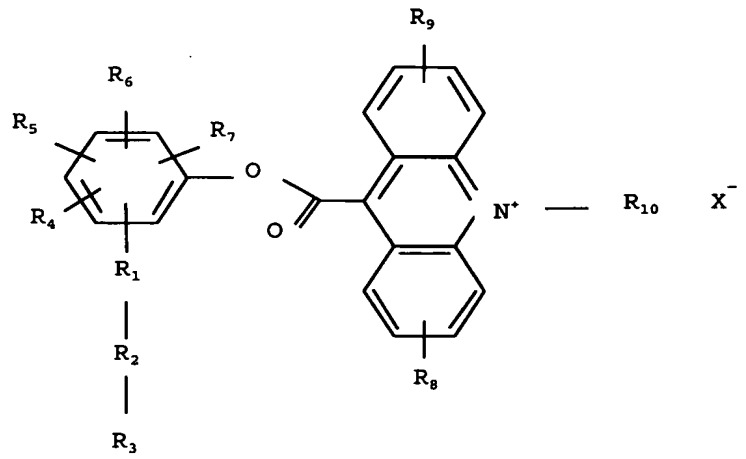
wherein R_{10} is methyl or $(CH_2)_mSO_3$, M=3.

7. A method for detecting an analyte, the method comprises the steps of:

binding a compound to the analyte, and

detecting the compound,

the compound has general formula A:



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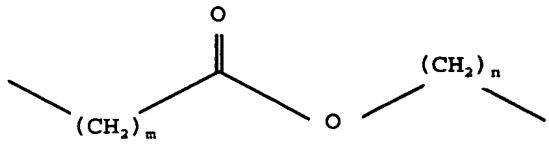
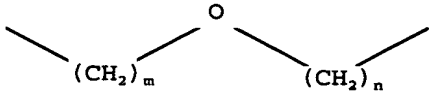
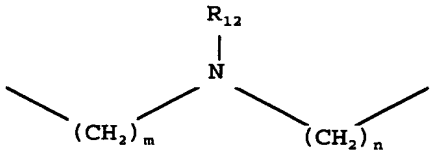
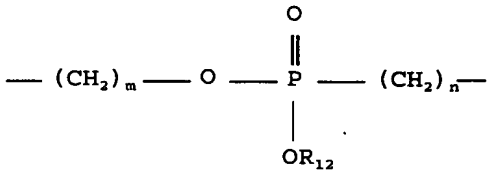
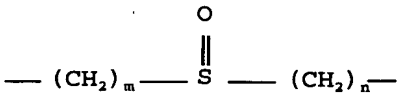
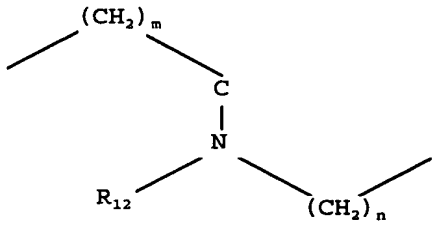




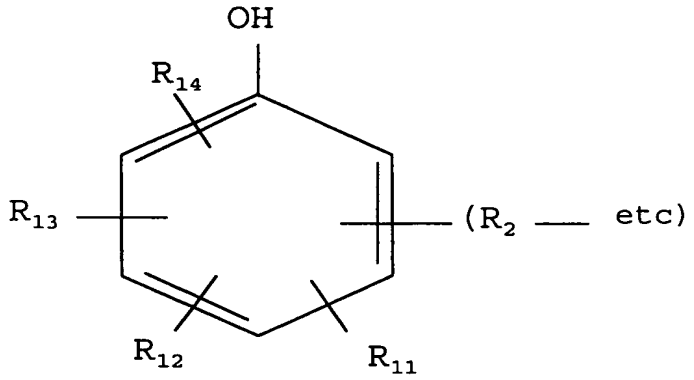








R3 is a OH or



R4, R5, R6, R7, R8, R9, R10, R11, R12, R13 and R14 are independently selected from the group consisting of a
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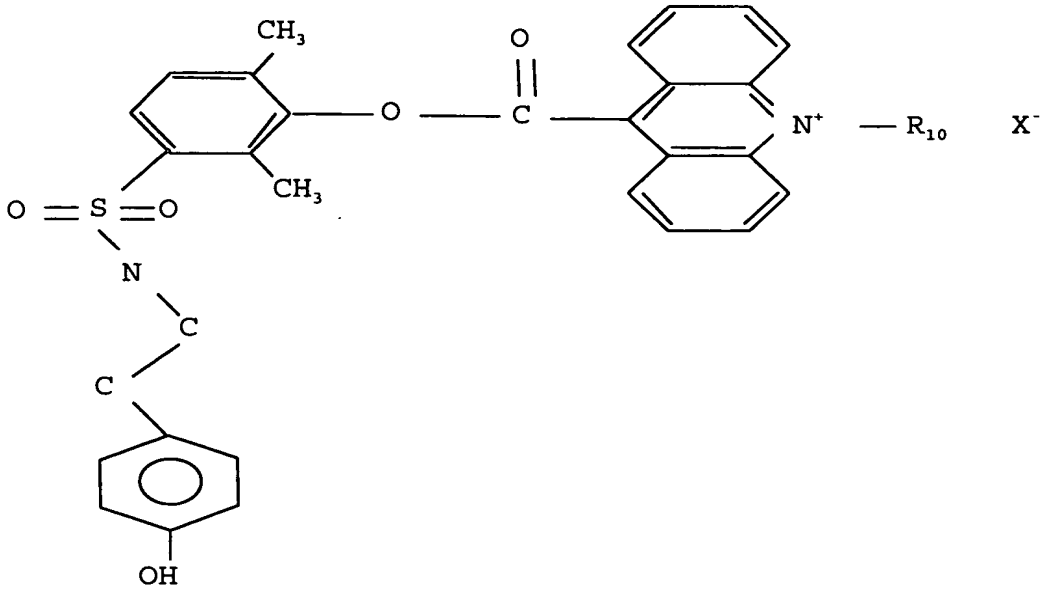
methyl,
$(CH_2)_mSO_3$,
halide,
nitro,
-CN,
-SO3,
C1-C10 hydrocarbon,
alkoxy,
-NHC=O (C1-C10 hydrocarbon),
-C=O (C1-C10 hydrocarbon),
C=ONH (C1-10 hydrocarbon),
aryl, and
cyclic ring structure;

m and n are independently 0 to about 10;

X is a counter ion including $CH_3SO_4^-$, OSO_2F^-, Cl^-, Br^-, $OSO_2CH_3^-$ and $OSO_2C_4H_9^-$.

8. A method of claim 7 wherein the compound has the general formula B:



wherein R_{10} is methyl or $(CH_2)_mSO_3$, M=3.

9. A method of claim 7 wherein the analyte is immobilized.

10. A method of claim 7 wherein the step of binding is performed under basic conditions.

11. A method of claim 7 wherein the step of binding is performed at a pH of about 7 to about 8.5.

12. A method of claim 7 wherein the step of binding includes the step of reacting the compound with an enzyme.

13. A method of claim 7 wherein the step of detecting the compound includes detecting a signal caused by the compound.

14. A method of claim 7 wherein the step of detecting the compound includes detecting a chemiluminescent signal caused by the compound.